

**ROUs: 1110 / 1210 / 1310 / 1710**

**Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet**

<u>Sales</u>		<u>Retail</u>	
1221	_____	1222	_____
1222	_____	1223	_____
<u>1223</u>	<u>5</u>	1226	_____
1224	_____	1229	_____
1225	_____	ROM	_____
1226	_____	PC	SC
1229	_____	MC	PA
1240	<u>AE</u>		
1244	<u>JM</u>	RSM	RBM

# **RJ REYNOLDS**

TOBACCO COMPANY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

June 26, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

**AUGUST WINSTON B2G2F / PROMOTION #700465**

Dear Paul:

WINSTON B1G1F product has been ordered (see quantities listed below) to cover distribution of this promotion. **1365** SKUs of B2G2F Sleeves / Displays (Item #526982 @ 20/SKU) will be shipped to Consolidated Industries to pack this promotion. (Note: *This is not pre-sleeved product*)

#/ (6M) Cases

<u>B1G1F</u>	<u>WINSTON STYLE</u>	<u>UPC Code</u>
<u>182</u>	Box	12300-24091
<u>182</u>	Light Box	12300-24092

**Product PO Numbers:**

<u>State</u>	<u>PO Number</u>	<u>#/Cases Per Style</u>	<u>EFT \$ Amount</u>
CT	ER1764-01	16	\$3,082.79
MA	ER1765-01	15	1,720.12
MD	ER1766-01	1	234.67
NH	ER1767-01	2	535.35
NJ	ER1768-01	4	890.70
NY	ER1769-01	43	7,510.97
OH	ER1770-01	8	2,165.40
PA	ER1771-01	91	22,720.33
RI	ER1772-01	2	319.35
<b><u>TOTAL EFT \$ Amount:</u></b>			<b><u>\$39,179.68</u></b>

51847 2019

-2-  
B2G2F  
McLANE NE

Product Arrival: July 14, 1997  
Sleeves Arrival (Consolidated): July 17, 1997  
Ship Date to Retail: Week of August 4, 1997  
SKU CUBE: 1.4360  
SKU WT (w/o Product): 3.7500 lbs  
Retail Sales Offer per Sku: 20 units  
  
Billing per Sku: 4 Full Price Cartons

**Promotion Description:**

Utilize self-contained Shipper Display. Shipper has 20 Buy-2-Get-2-Free Sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

**SHIP NUMBER OF DISPLAYS TO EACH ACCOUNT AS INDICATED ON THE  
ATTACHED CUSTOMER LIST  
See Attached 'Wholesaler Packing Instructions'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$2,548.00 (91 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotions Coordinator  
/jc

cc: R. Moore / McLane

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

1610: DK / SS / RMD  
1000: J. Piscitelli  
1340: J. Rago

Note to RJR Manager:  
Upon verification of shipment to retail, notify Judy (#1610)  
for payment distribution to account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

**McLANE NE**

**AUGUST: WINSTON B2G2F / PROMOTION #700465**

**RETAIL DISTRIBUTION DATE: 8/4/97**

RETAIL DISTRIBUTION DATE: 8/4/97				NUMBER OF DISPLAYS PER GROUP PER STATE												
CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT	
A-PLUS/ ATLANTIC/ SUNOCO	267	See List	385	2	2	27	6		3	5	80		237	3		
BP OIL	43	See List	166										166			
COASTAL MART	37	See List	40							11			29			
COUNTRY FAIR	70	See List	218								7	29	182			
CONV EXPRESS	5	See List	9								9					
COOKS CONVENIENT	6	See List	9								9					
DAIRY MART	115	See List	143	43		39					20		35	6		
F.L. ROBERTS	16	See List	28	11		17										
KRAUSZERS	14	See List	38	38												
MANLEY'S	8	See List	11								11					
MOBIL	97	See List	104	15		19			11	10	44		3	2		
MOBIL ON THE RUN (FRANCHISE)	8	See List	9			4			1		3			1		
PETR-AL	36	See List	41								41					
7-11 / SOUTHLAND	25	See List	29	11	2		1		1	4	6		4			
7/11 - HANDEE MART	24	See List	60				1					34	25			
SUGARCREEK	41	1	41								41					
SUNRISE FOODS	18	1	18								18					
INDEPENDENTS & SMALL CHAINS	31	See List	30	1		4	2		2	2	15		4			
TOTALS	861		1359	121	4	110	10	0	18	32	304	63	685	12	0	